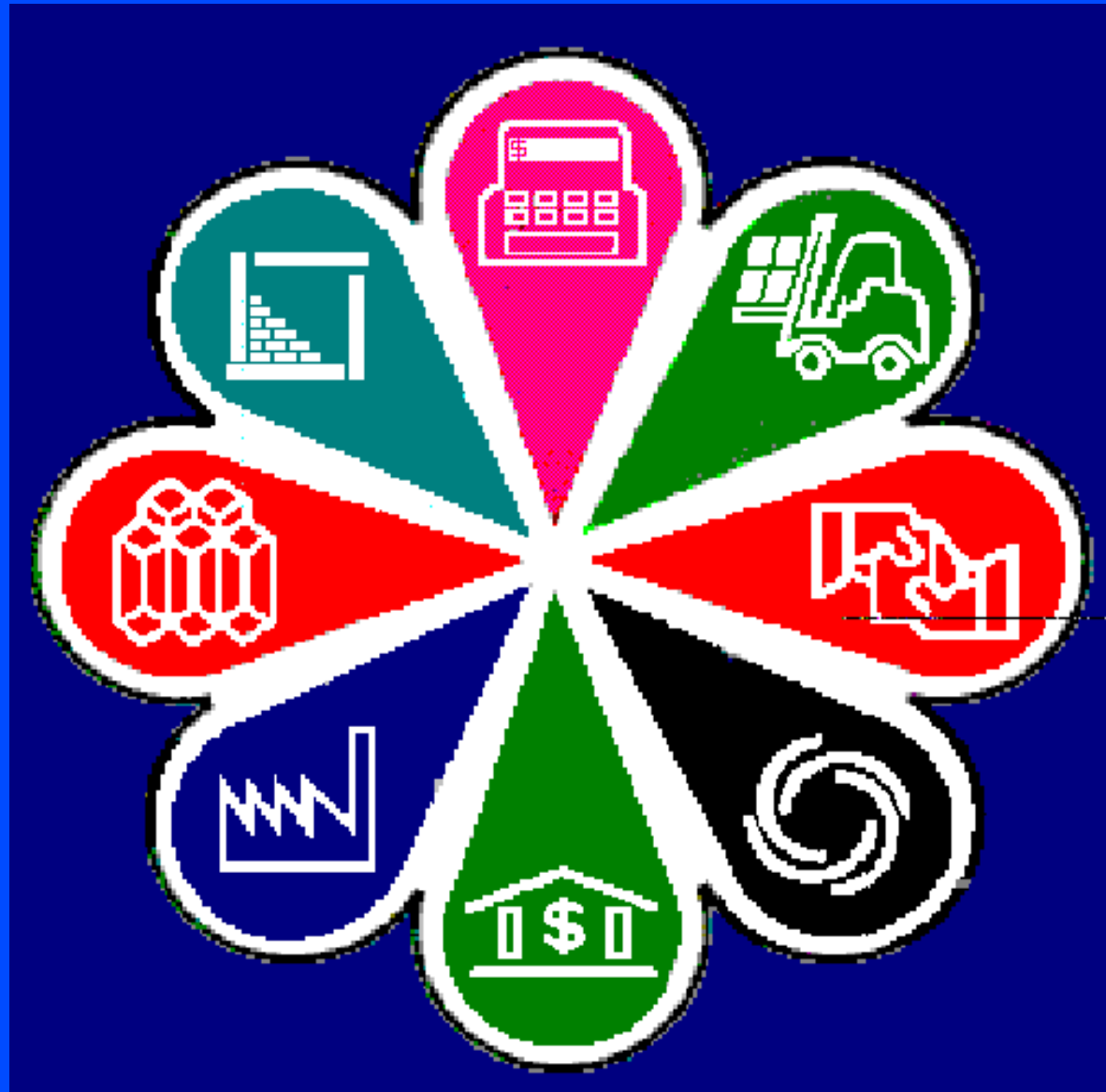


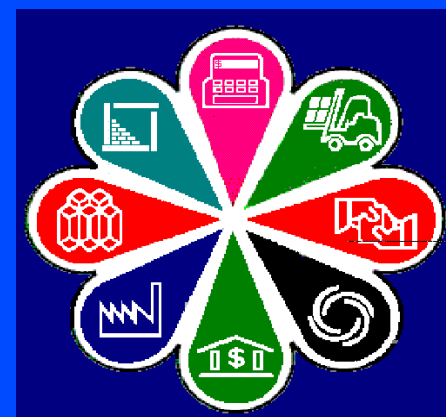
The 1992 Economic Census



The 1992 Economic Census

Eight Separate Programs

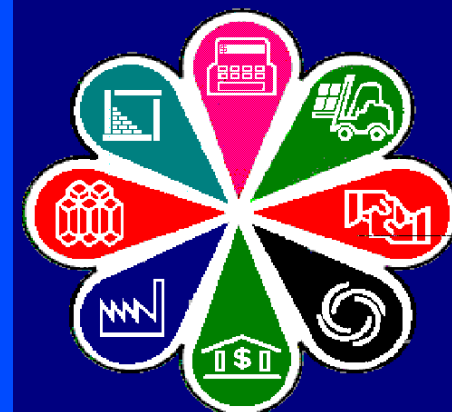
- Retail Trade
- Wholesale Trade
- Service Industries
- Transportation, Communications, Utilities
- Finance, Insurance, Real Estate
- Manufactures
- Mineral Industries
- Construction industries



The 1992 Economic Census

Special Census Programs

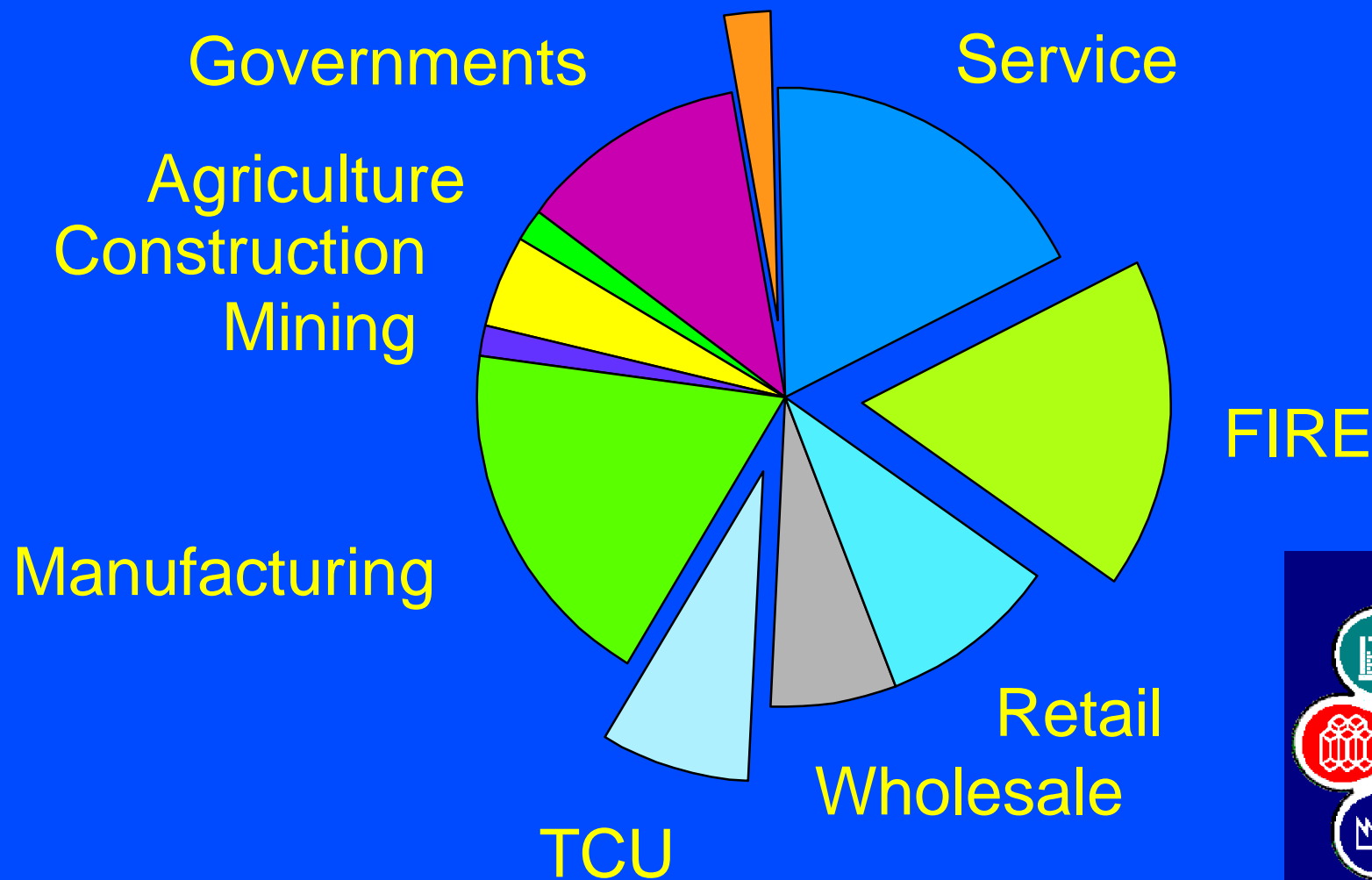
- Minority-Owned Businesses
- Women-Owned Businesses
- Enterprise Statistics
- Outlying Areas
- Truck Inventory & Use



1992 Economic Census

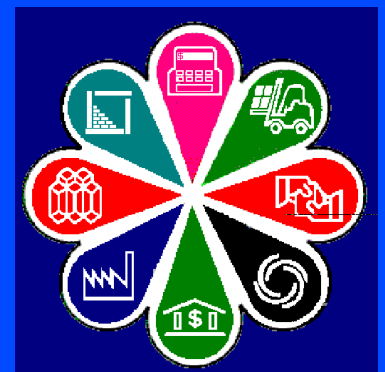
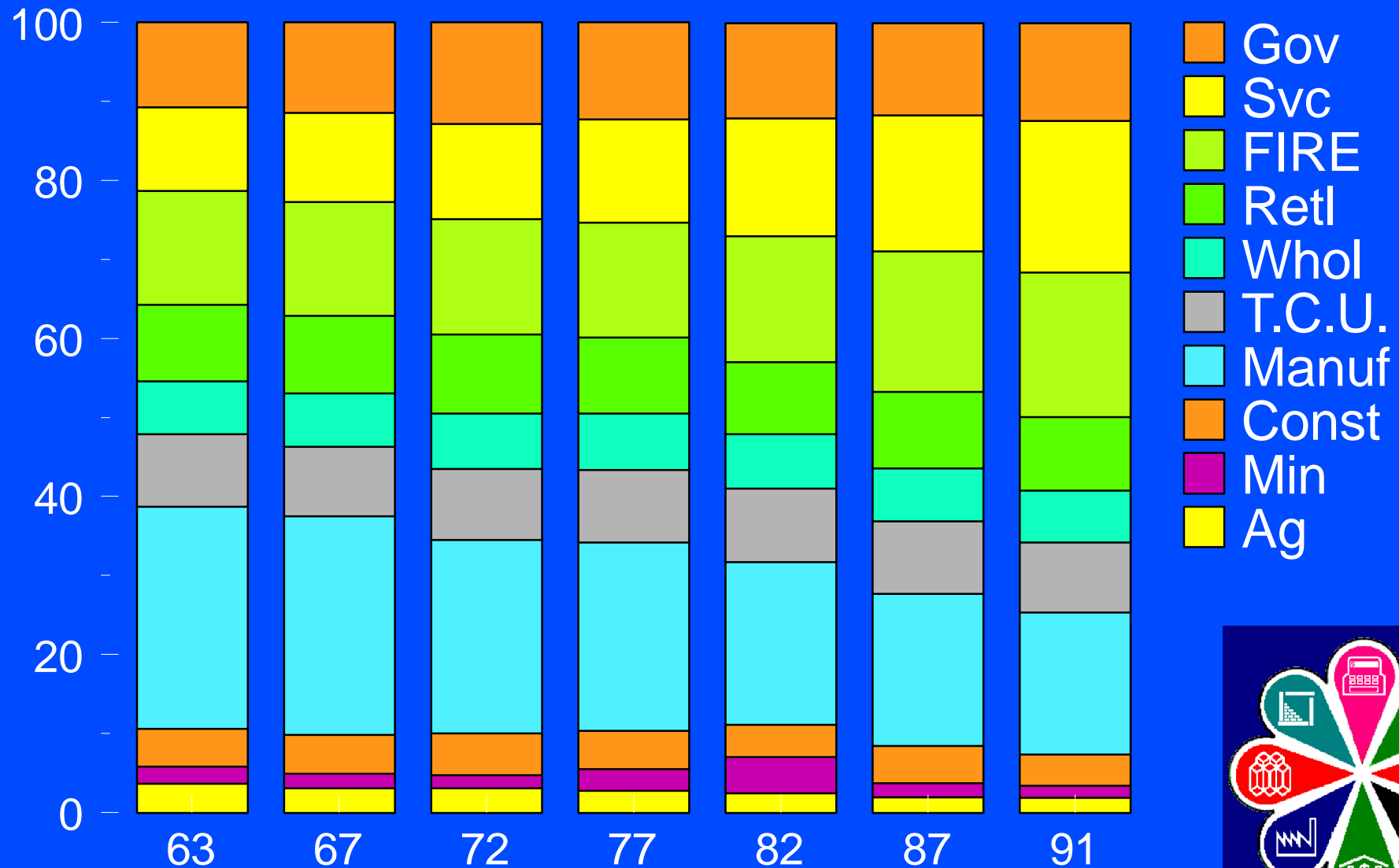
Coverage by Sector

Not covered



United States Gross State Product

Percent of total by sector



Percent increase in sales, 1987-1992

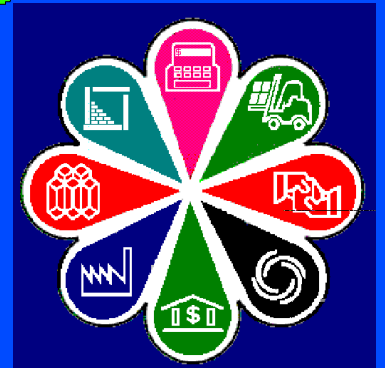
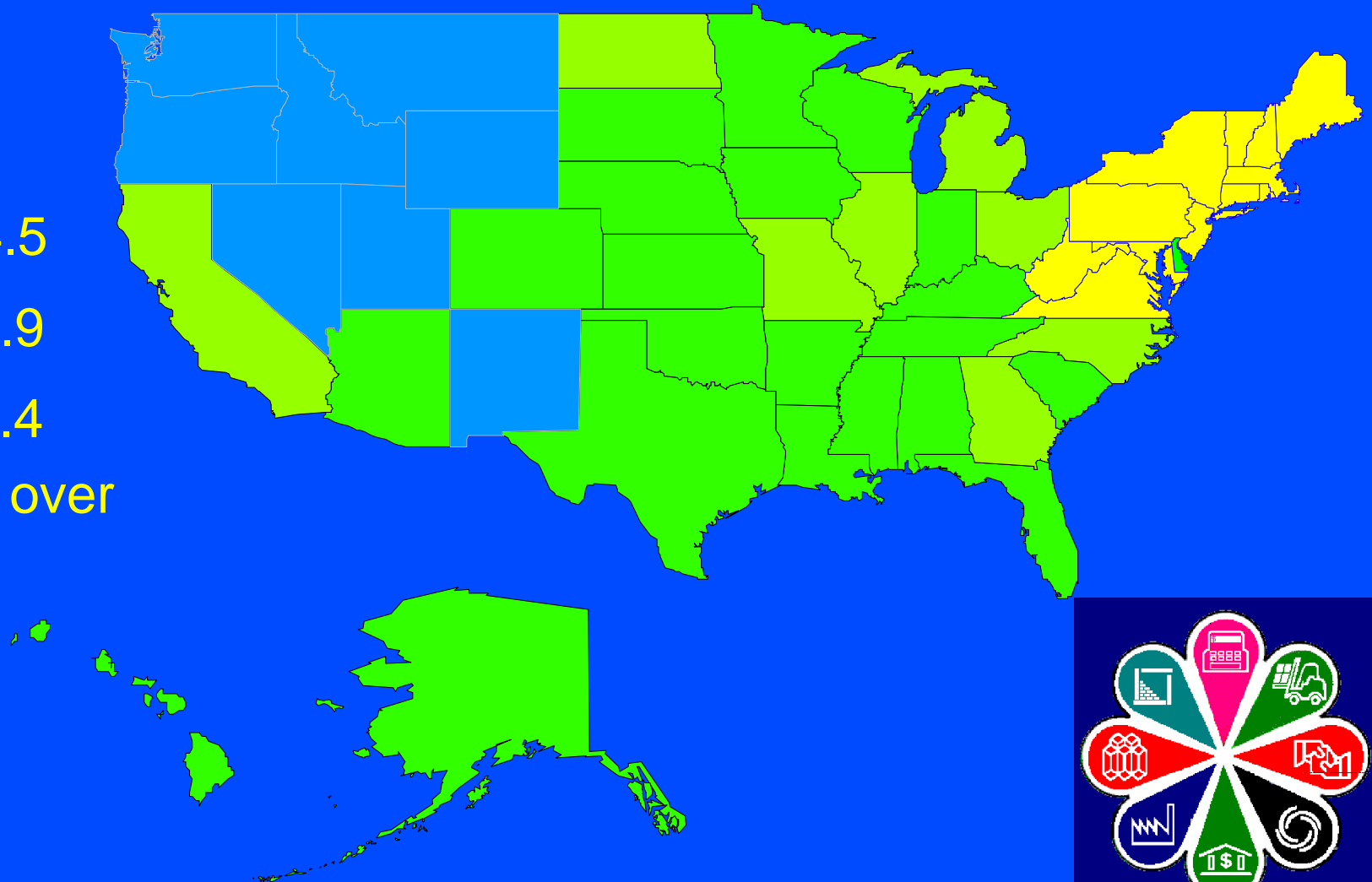
Percent Increase

■ Under 24.5

■ 24.5 - 26.9

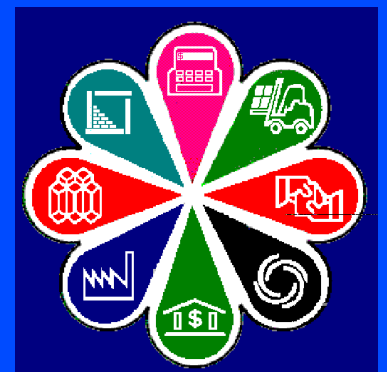
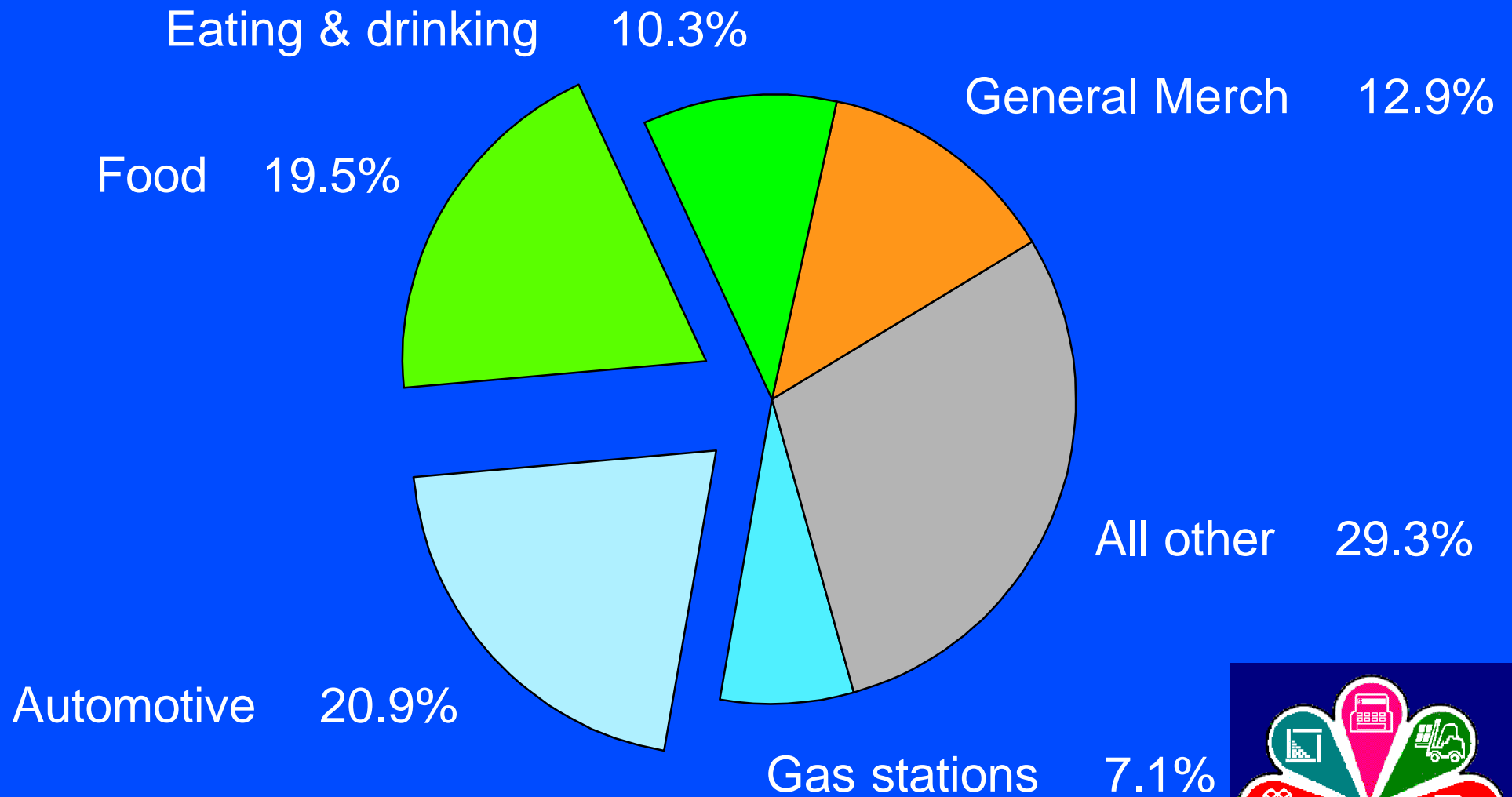
■ 26.9 - 40.4

■ 40.5 and over

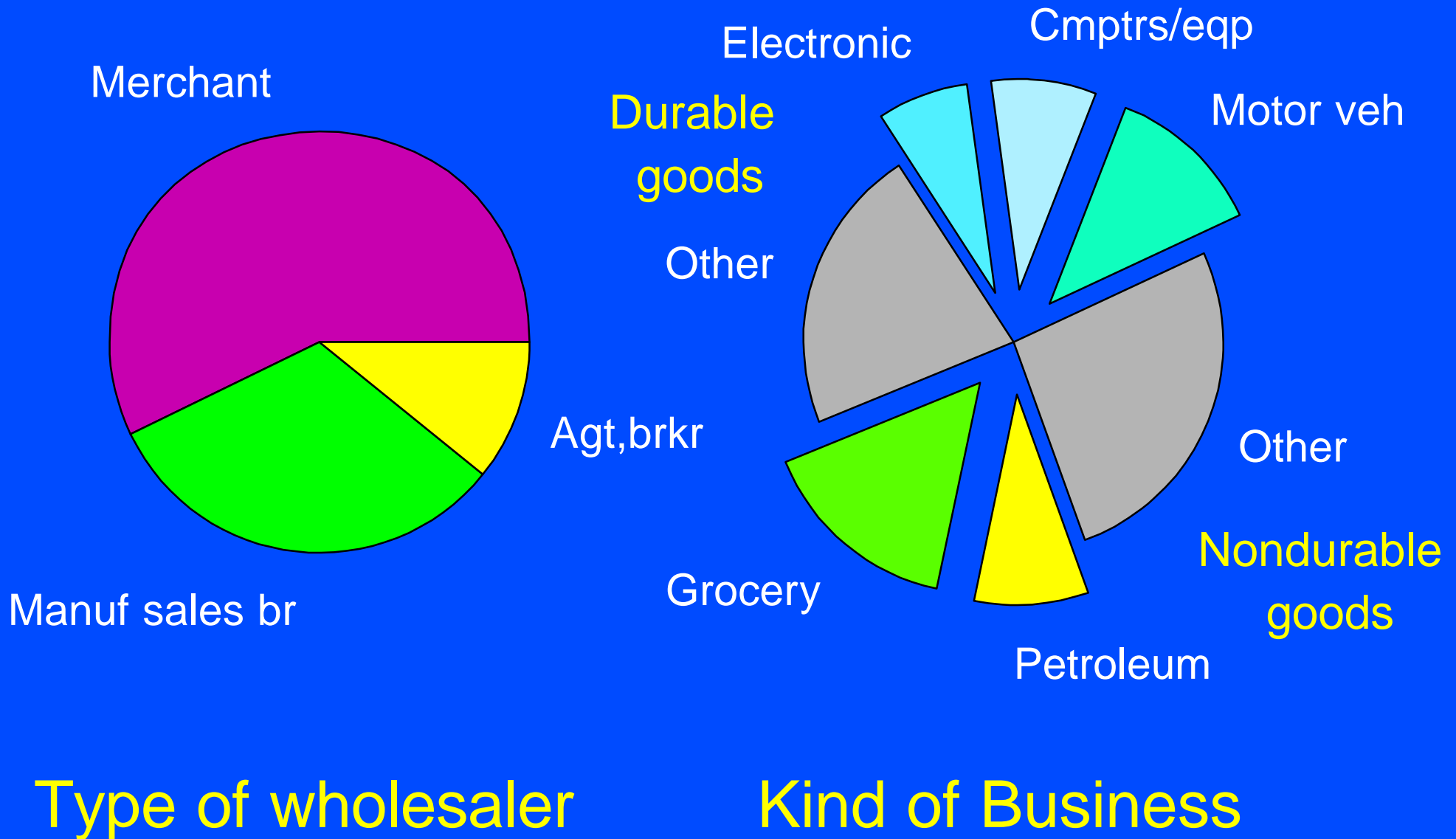


1992 Census of Retail Trade

Share of total receipts by industry

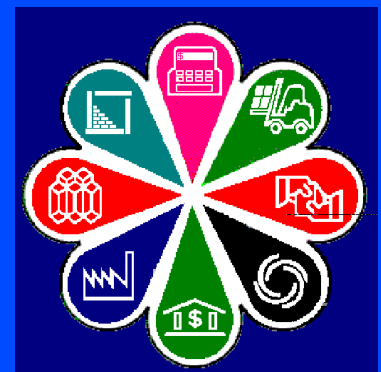
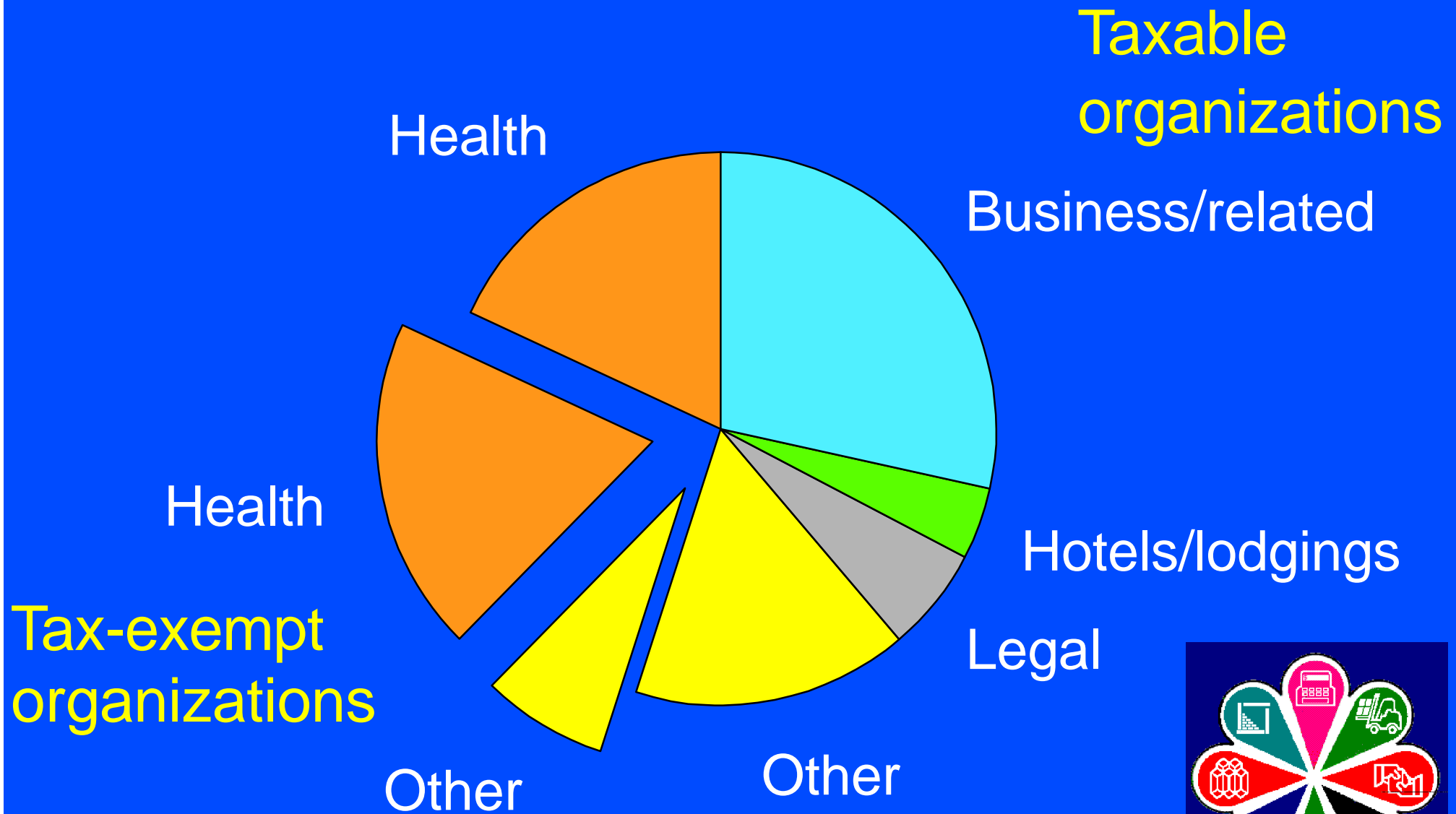


1992 Census of Wholesale Trade



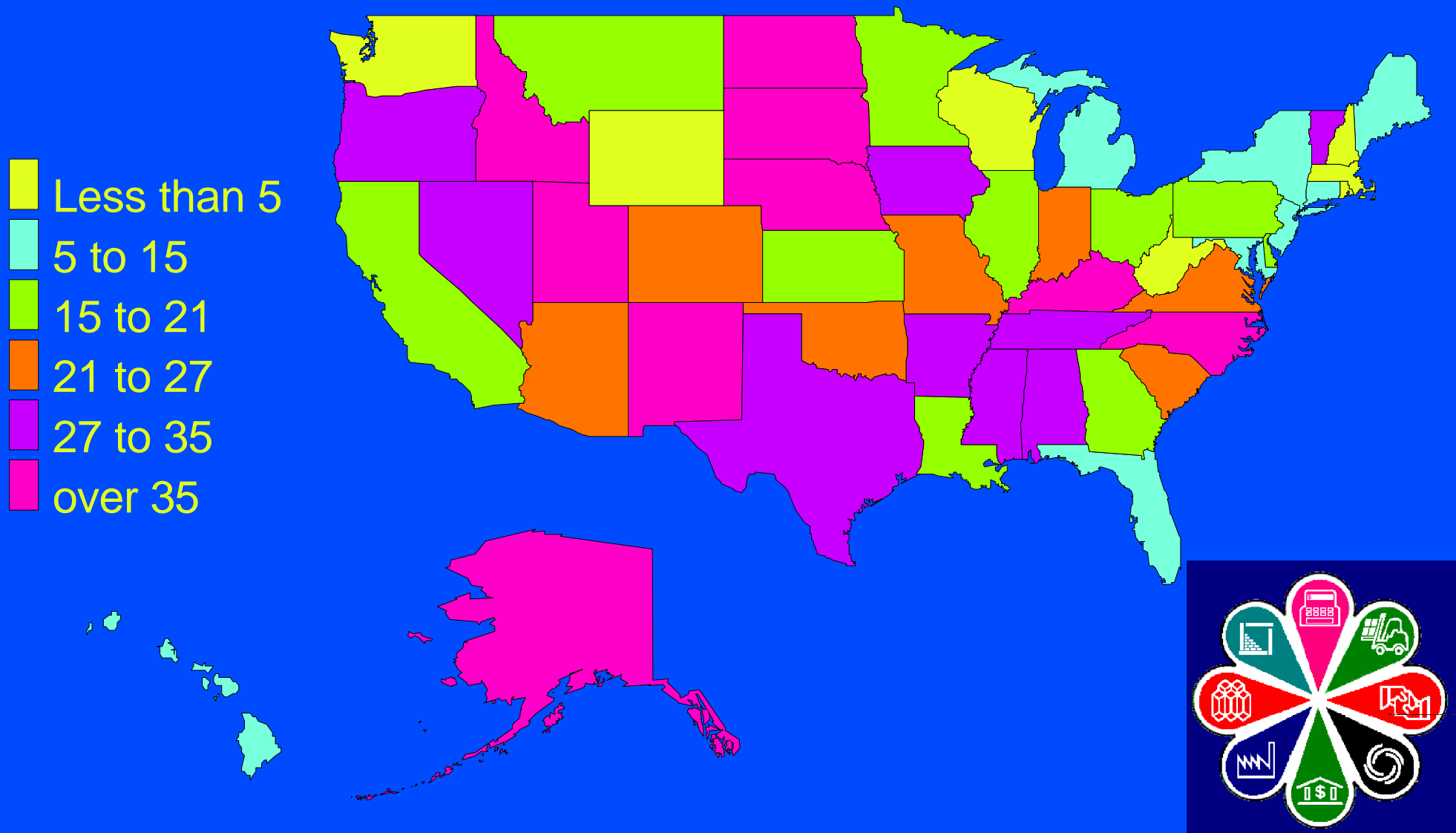
1992 Census of Service Industries

share of receipts by industry, tax status



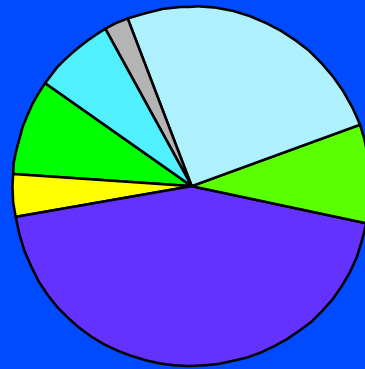
1992 Census of Manufactures

Percent change in shipments value, 1987-1992

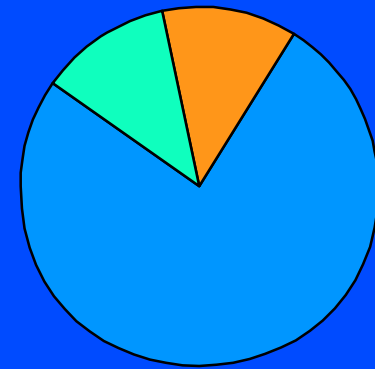


1992 Census of Transportation, Communications, and Utilities

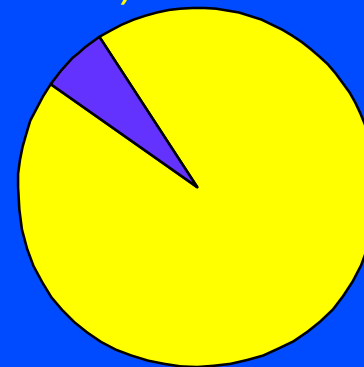
- ___ Transportation
- ___ Railroad
- ___ Passenger
- ___ Motor Frgt/Whs
- ___ Water trans
- ___ Air trans
- ___ Pipelines
- ___ Services
- ___ Communications
- ___ Telephone, etc
- ___ Broadcast radio/TV
- ___ Cable
- ___ Utilities
- ___ Electric/Gas
- ___ Sanitary/water



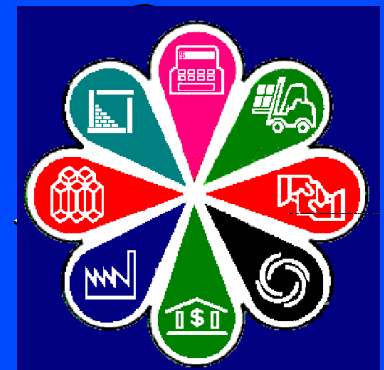
Transportation (\$ 327 bil)



Communications (\$ 231 bil)



Utilities (\$ 311 bil)

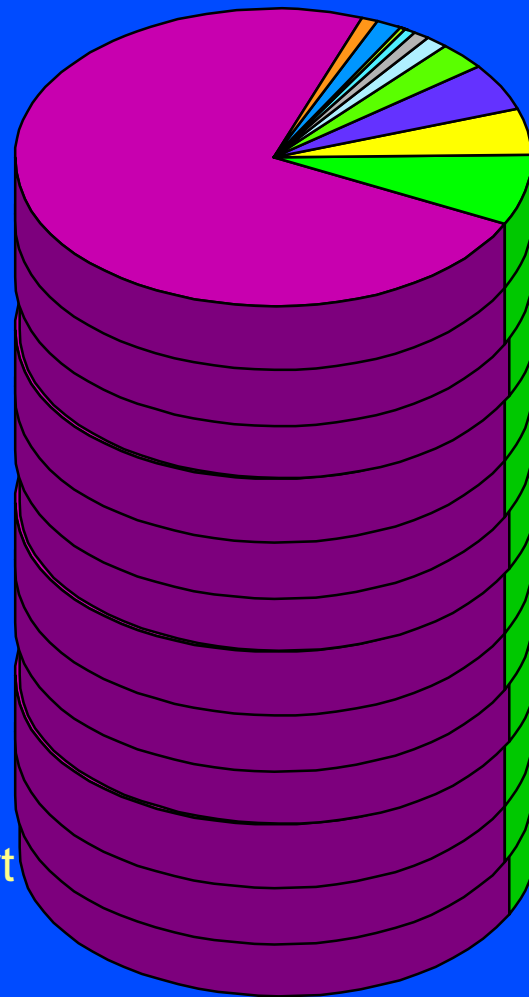


Truck Inventory & Use Survey

Light, and Medium/Heavy Trucks

by Size and Use

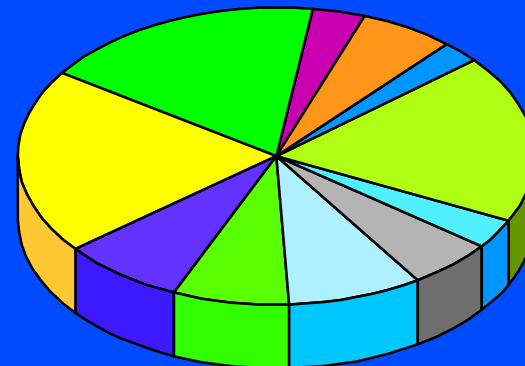
Major Use



Light

Total U.S. Trucks in
thousands

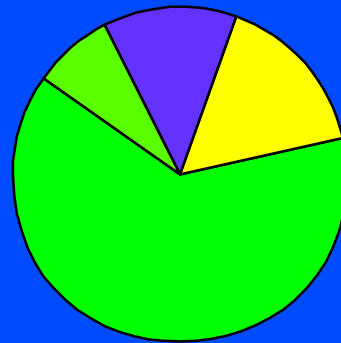
Light	55,193
Medium, Heavy	4,007
	<hr/>
	59,200



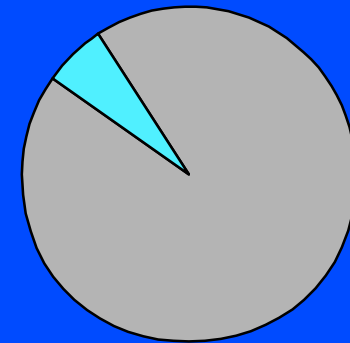
Medium/Heavy

1992 Census of Financial, Insurance, and Real Estate Industries

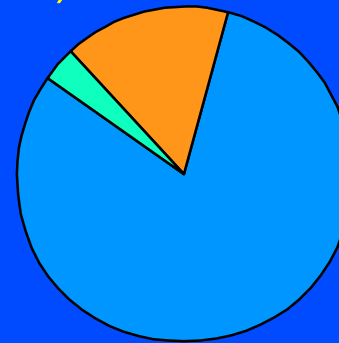
- ___ Finance
- Depository Inst
- Nondepository Credit
- Brokers/Dlrs/Exchgs
- Holding Companies
- ___ Insurance
- Carriers
- Agents,brokers,svcs
- ___ Real Estate
- Operators
- Agents and managers
- Other real estate



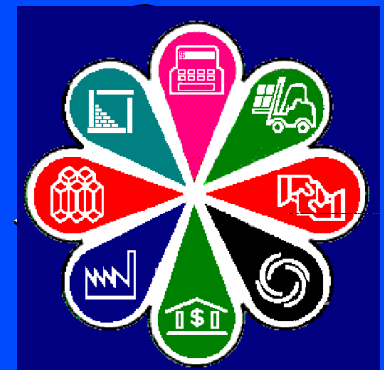
Finance (\$ 842 bil)



Insurance (\$ 848 bil)

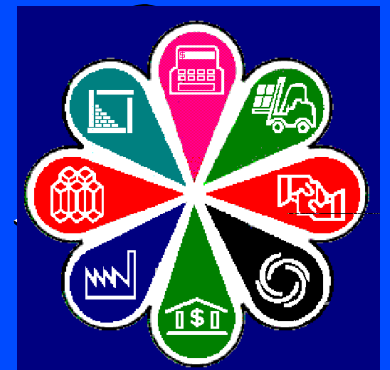
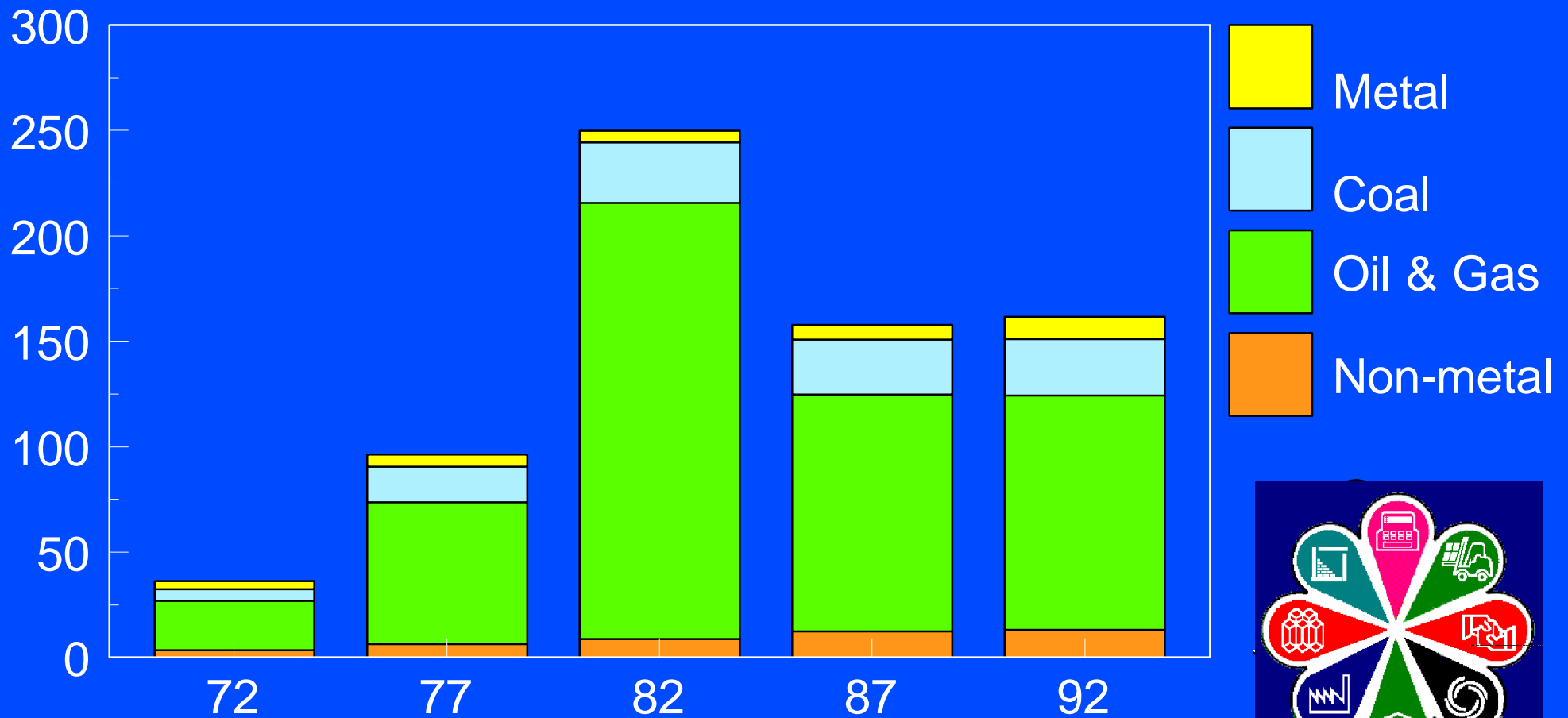


Real Estate (\$ 142 bil)

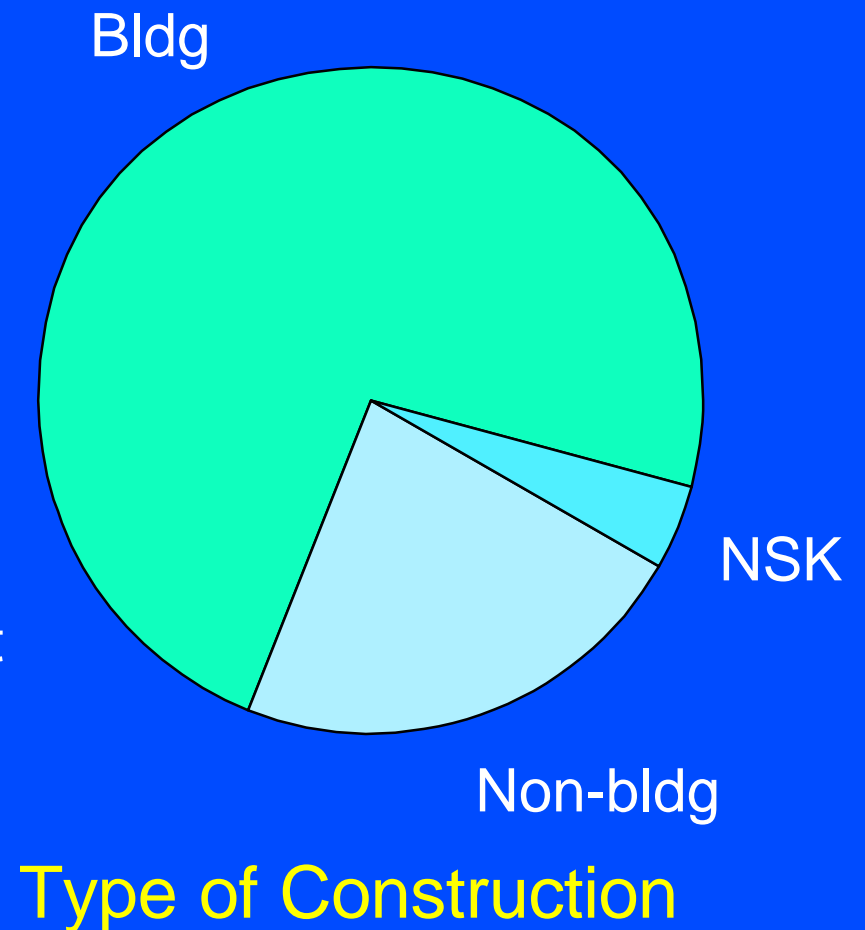
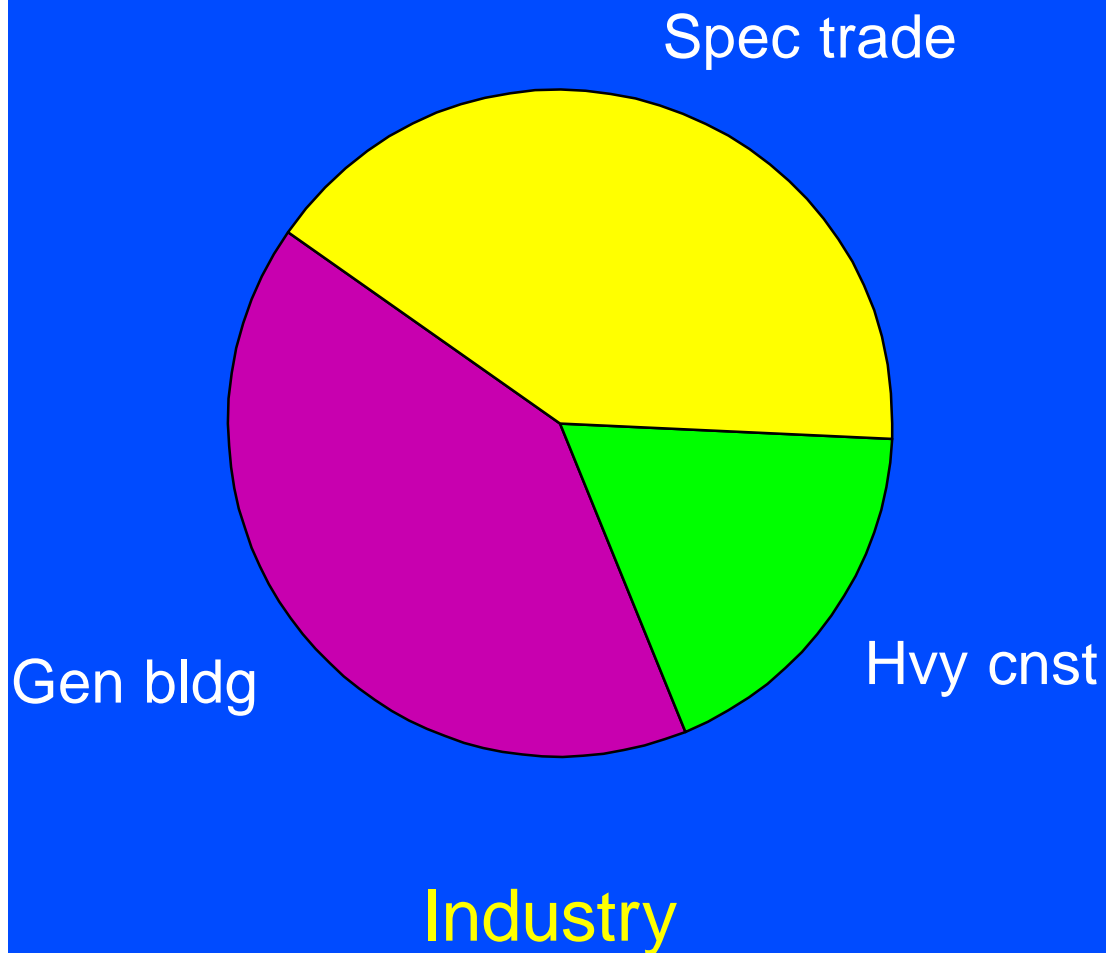


1992 Census of Mineral Industries

Billions



1992 Census of Construction Industries



A Census Every 5 Years

Years ending in 2 and 7

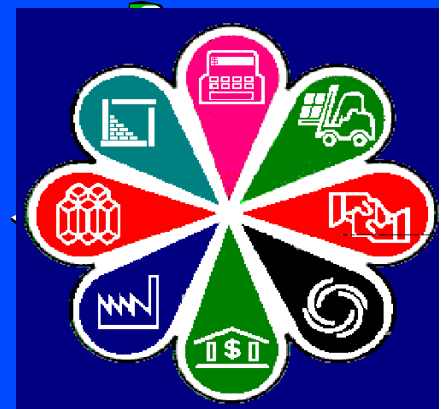
Accounts for 98 percent of GDP

Covers 15 million businesses

plus --

3 million farms

87,000 governments



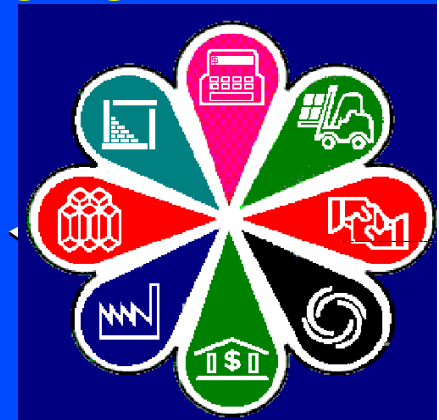
Census vs Surveys

Census

- Every 5 years
- Industry/product detail
- Detailed geography

Surveys

- Annual, quarterly, monthly
- Limited detail
- Mostly national



USES OF CENSUS DATA

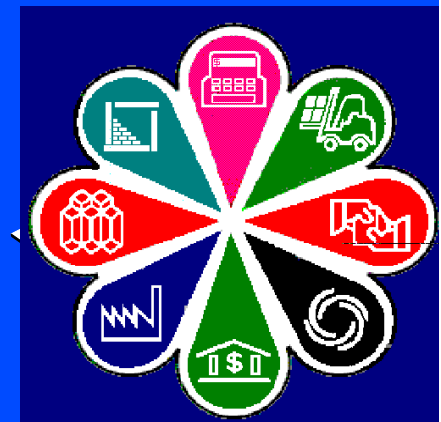
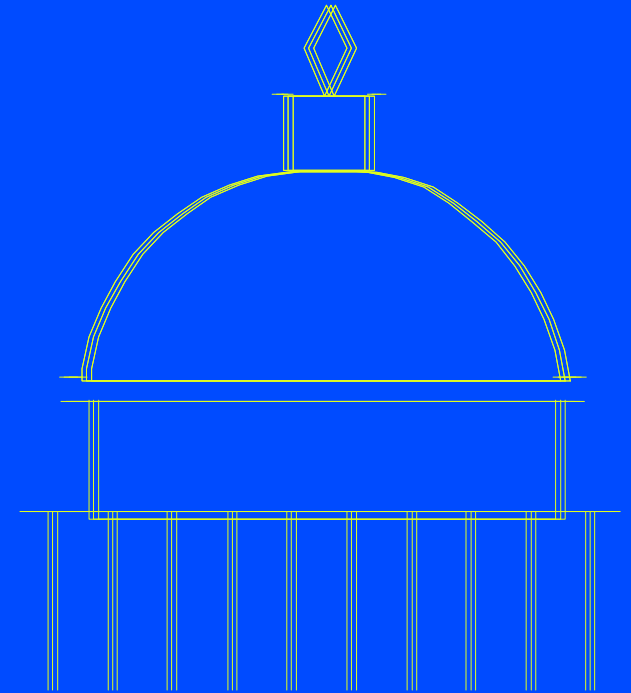
PUBLIC SECTOR

Benchmark Other Data

Track Economic Change

Monitor Programs

Assist Business
Development



Uses of Census Data

Private Sector

Study your
industry

Market share
Trends
Products

Study
business
markets

Site locations
Sales territories
Forecasting sales

Evaluate
investment
opportunities

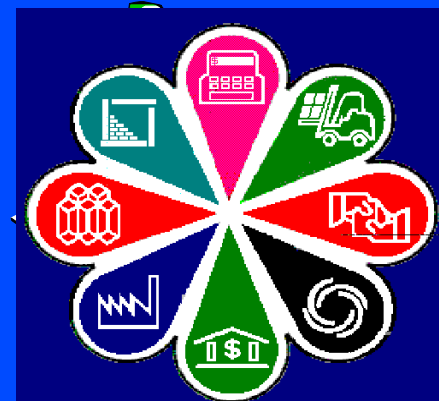
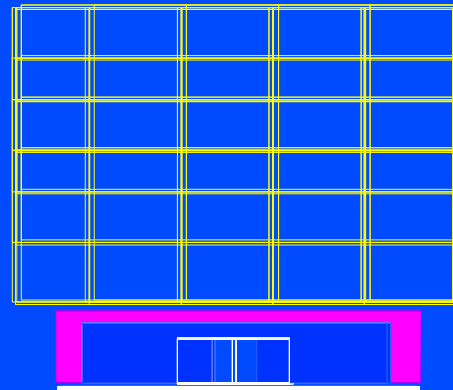
Estimate market size
Aid loan
applications



Establishment

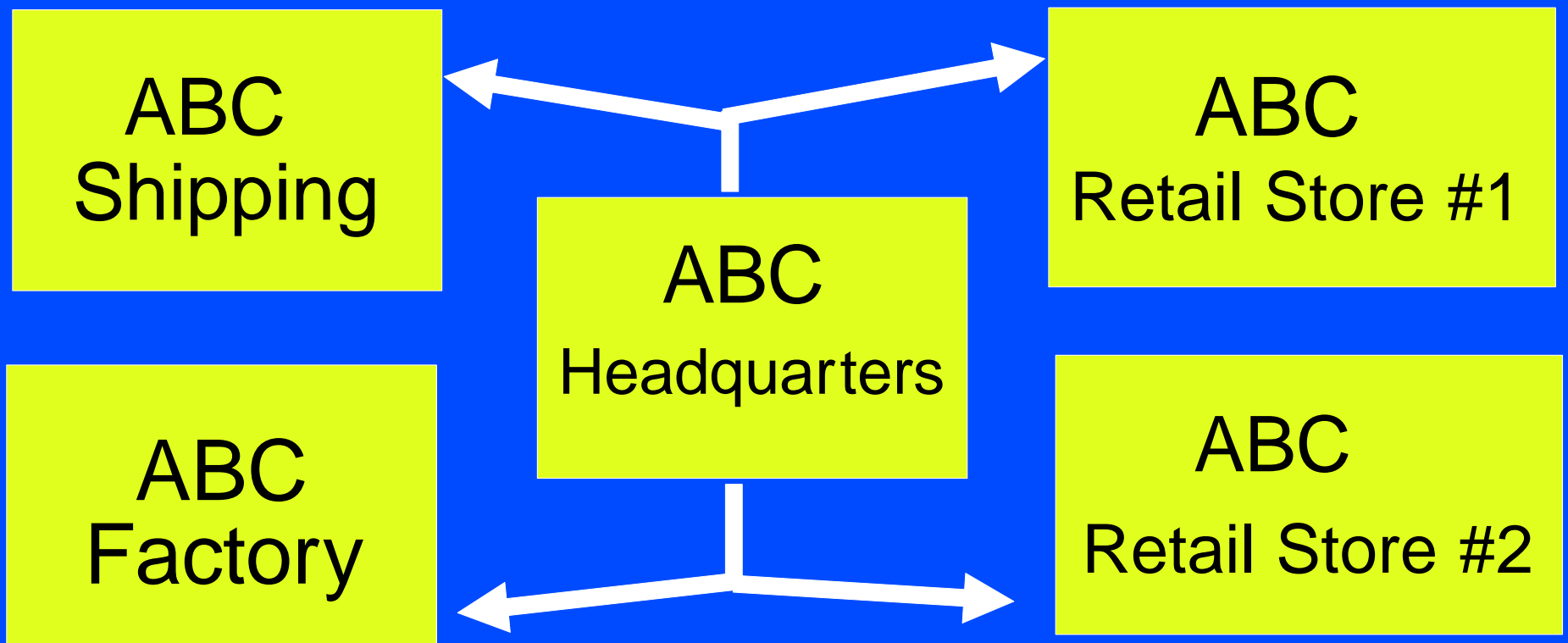
A single
physical
location

A.B.C.
Retail Store



Company

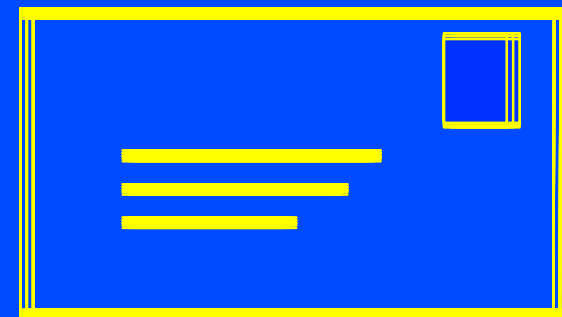
One or more establishments under common ownership and control



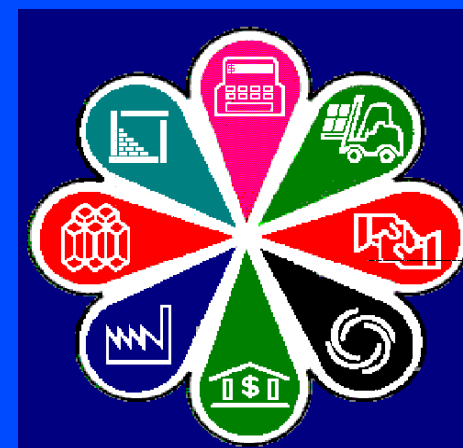
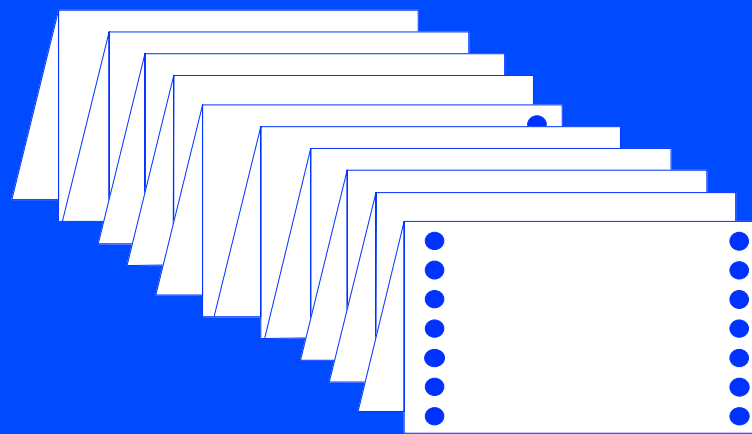
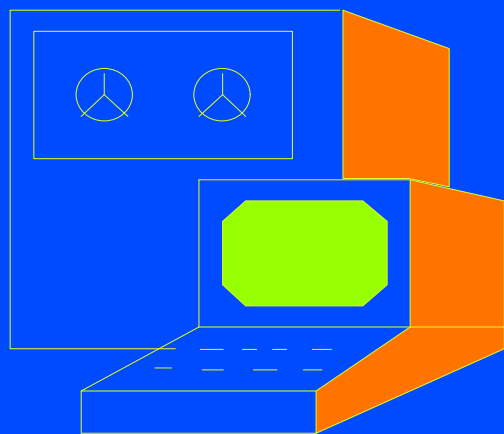
1992 Economic Census

Data Collection

By mail
4.5 million forms



Administrative records
10 million businesses



SIC System Detail

SIC

Code	Level	Description
35	Major group	Industrial machinery and equipment
357	Industry group	Computer and office equipment
3571	Industry	Electronic computers



SIC System Detail

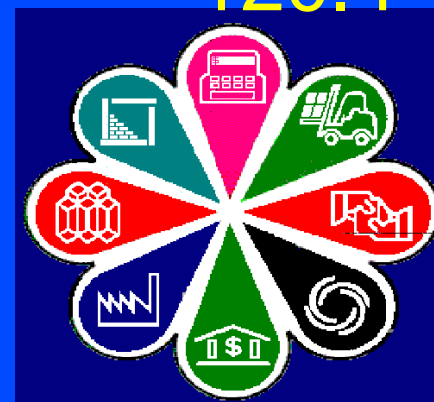
Software publishing

Value(bil)

3652	Prerecorded records and tapes	\$ 1.9
7372	Prepackaged computer software	20.8

Tourism

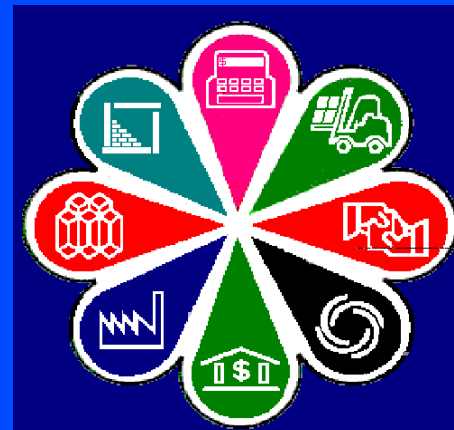
58xx	Eating and drinking places	195.3
70xx	Hotels, motels	69.2
78-9,84	Amusements	92.9
4xxx	Selected transportation	120.4



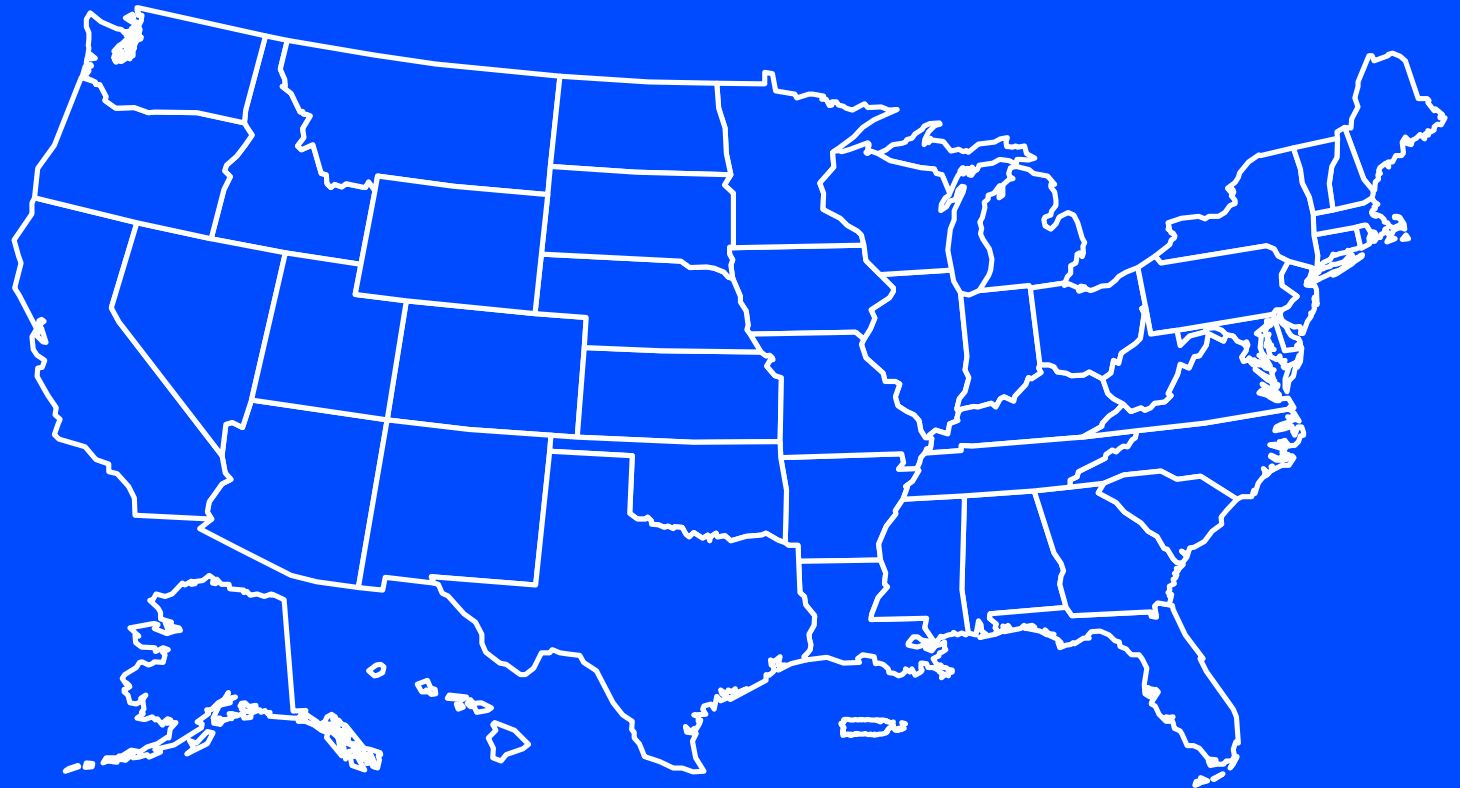
NAICS

North American Industry Classification System

- Unified US - Canada - Mexico system
- First major overhaul in over 50 years
- Consistent production-based classifications
- Introduced with 1997 Economic Census
 - published using 1987 SICs
 - ▶ Expanded bridge tables in 1997 reports



Geography

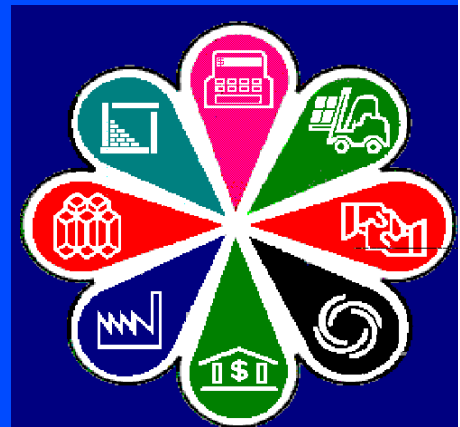


- ★ U.S.
- ★ States
- ★ MSA's
- ★ Counties
- ★ Places of 2,500+ Inhabitants
- ★ ZIP Codes



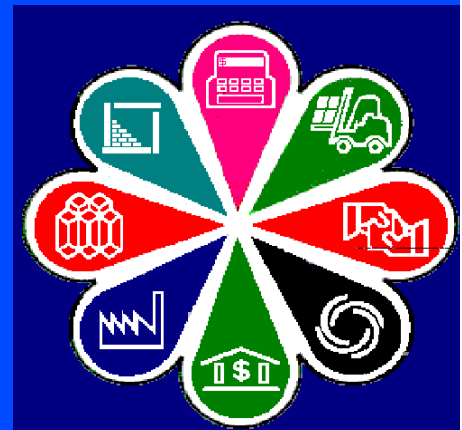
General Statistics

- Number of establishments
- Number of employees
- Payroll
- Value of output
(sales/shipments/receipts)



Specialized Data

- Assets, capital expenditures
- Inventories
- Products/shipped materials used
- Merchandise lines/service lines



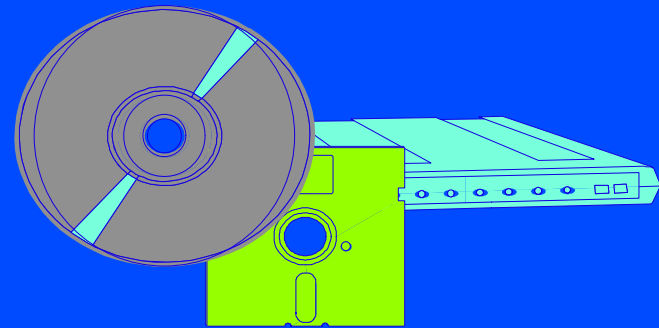
Products

Reports

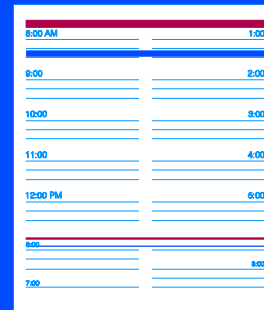


Computer Media

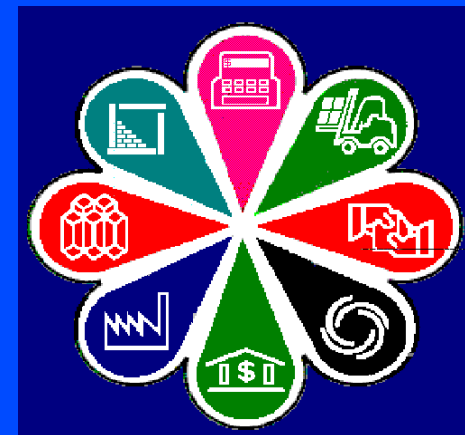
- CD-ROM
- Tapes and diskettes
- Online
(Cendata/BBS/Internet)



Special tabulations



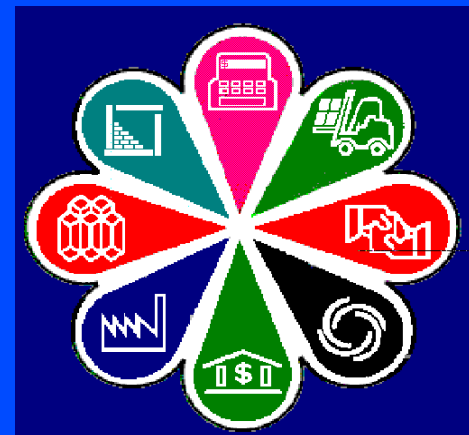
8:00 AM	1.00
9:00	2.00
10:00	3.00
11:00	4.00
12:00 PM	5.00
6.00	6.00
7.00	



1992 Economic Census

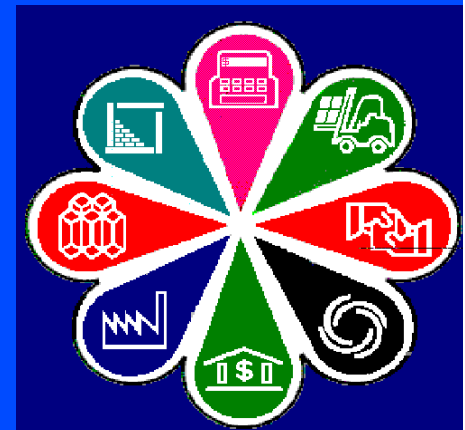
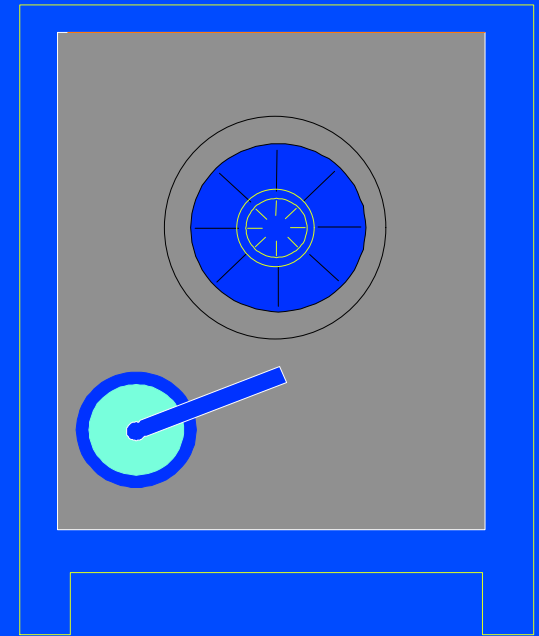
What's New on CD-ROM?

- Scope: All printed data
 - Data not in print: ZIPCodes; counties/places for nonemployers, minorities, women)
- Software:
 - GO, EXTRACT, Profile, DocView
- Speedy Release:
 - Quarterly Updates/latest files on BBS
- Tapes/diskettes by special order
- Documentation
 - Booklet in CD case, details on disc



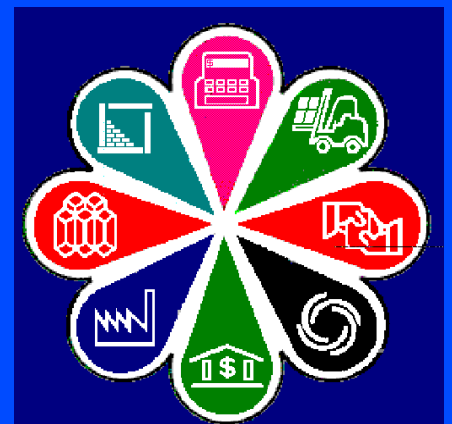
Confidentiality

Individual information
is confidential



1997 Economic Census

Status and Plans



1997 Economic Census Plans

Objectives: Products, Services

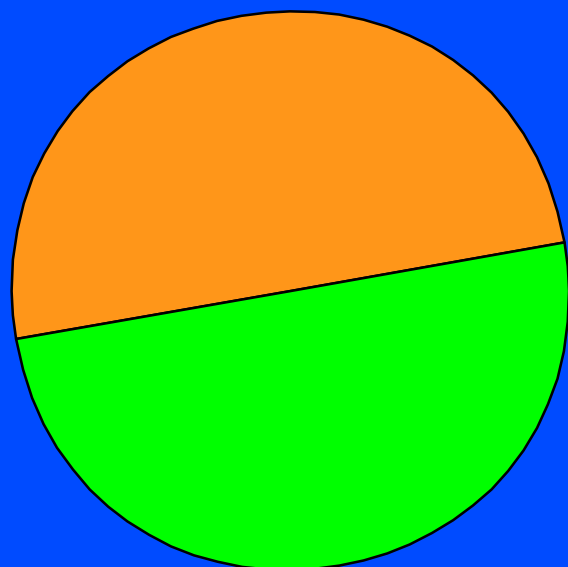
- Expedite release of the data
- Integrate economic, agriculture, governments, and trade data
- Issue references early, update often
- Historic, current, demographic data
- Easy data selection in useful formats



1997 Economic Census Plans

More Electronic, Less in Print

Electronic

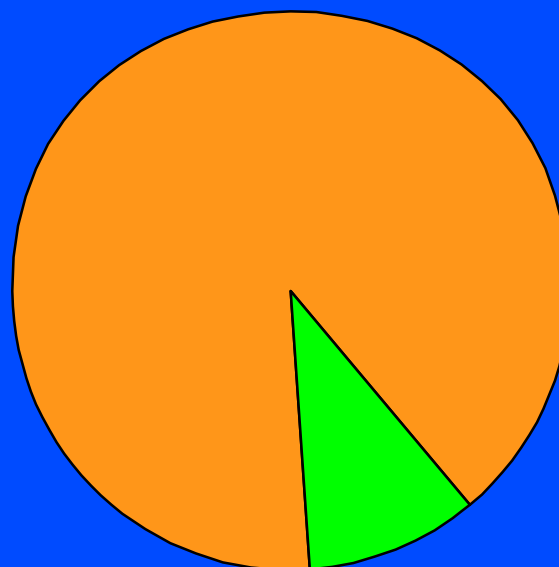


Elec/print

1992

(65,000 pgs)

Electronic

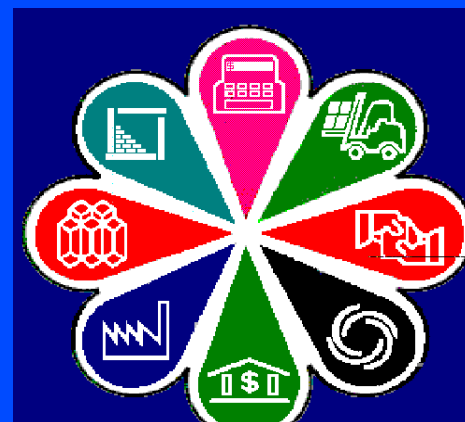


Elec/print

1997

(6,500 pgs)

Megabytes of data



1997 Economic Census Plans

Likely Consequences

- Fewer publications
- More electronic products, in more useful formats
- Most or all products disseminated on the Internet

